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How New Librarians Used Branding and Outreach to Create Communities of Practice

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How New Librarians Used Branding and Outreach to Create Communities of Practice

Kiyomi D. Deards, Assistant Professor, University of Nebraska-Lincoln

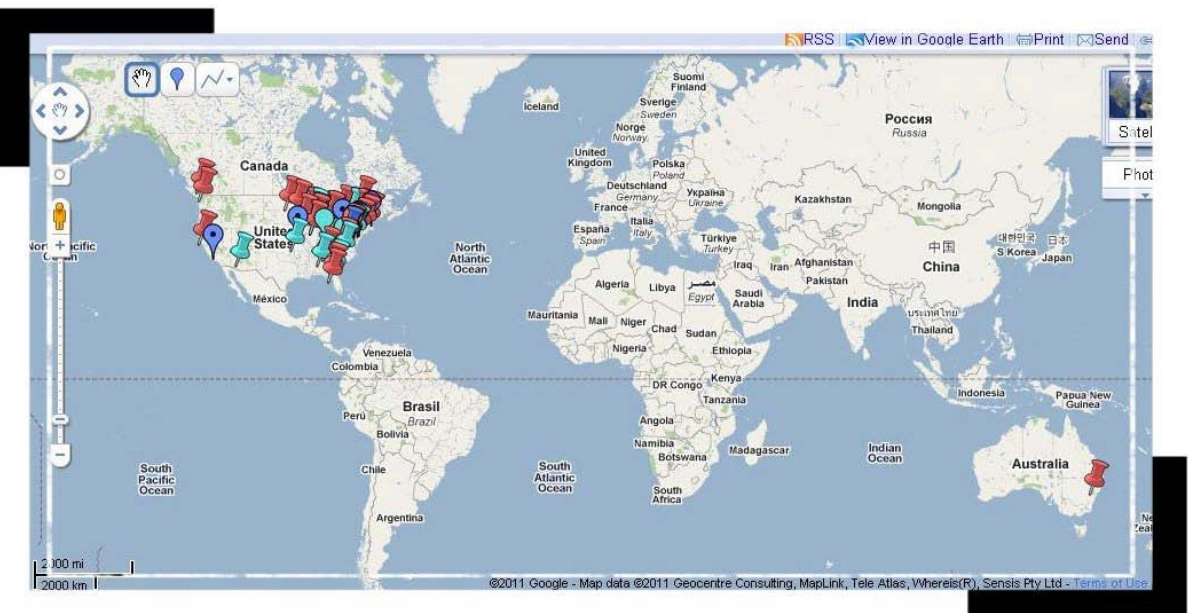


Initial Personal Network

Kiyomi Deards is connected with the individuals represented in this map through:

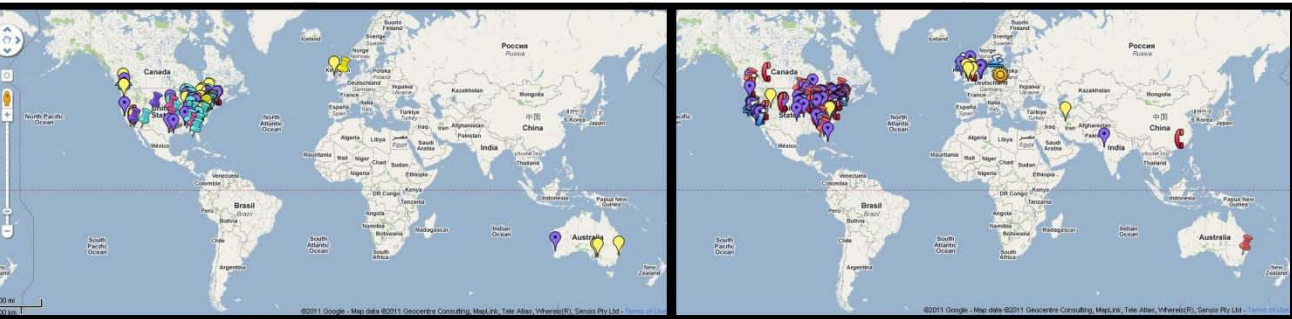
- Drexel University
- ARL's 2009-2011 Diversity Program Participants
- Active Participation in ACRL's Residency Interest Group.

Active participation in ACRL's Residency Interest Group was defined as those individuals who participated in the group from January 2009 through the January 2010 ALA MidWinter meeting. With the exception of a change to the website template, performed immediately before ALA MidWinter 2010, all branding and outreach efforts described took place after the January 2010 MidWinter ACRL Residency Interest Group Meeting.



Current Map of Presenters Network Shown With Two Maps

Academic Library Administrators	14
Public Library Administrators	5
Academic & Research Librarians	107
Public Librarians	18
ARL 2009-2011 Diversity Program Participants	34
Library School Students	31
Science Administrator	1
Scientists & Science Communicators	39
Other Graduate Students	4
Authors & Publishers	10
Vendors	29
Non-Profit	1
Educator	1
Crafter	1
Total	295



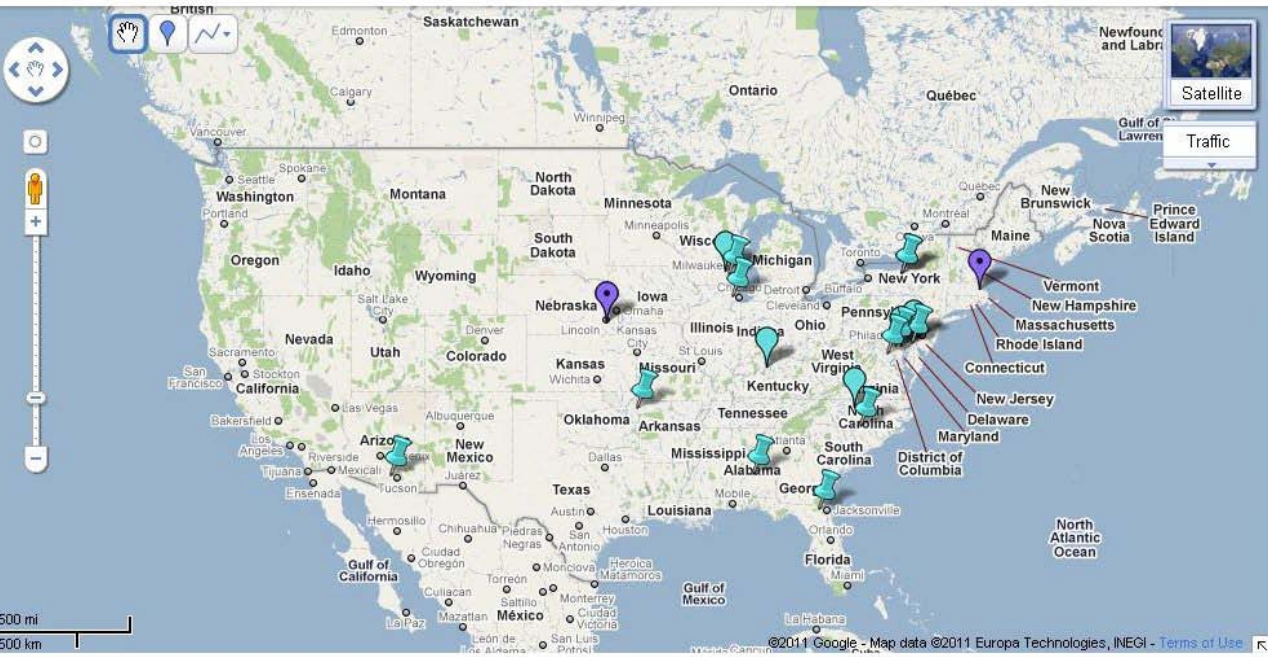
Creating Community

The main tools used for creating community in ACRL's Residency Interest Group (RIG) were the group's website and the biannual meetings at ALA Annual and ALA MidWinter. Individuals participated through the website to create podcasts, guest posts, and to promote diversity events and social outings.

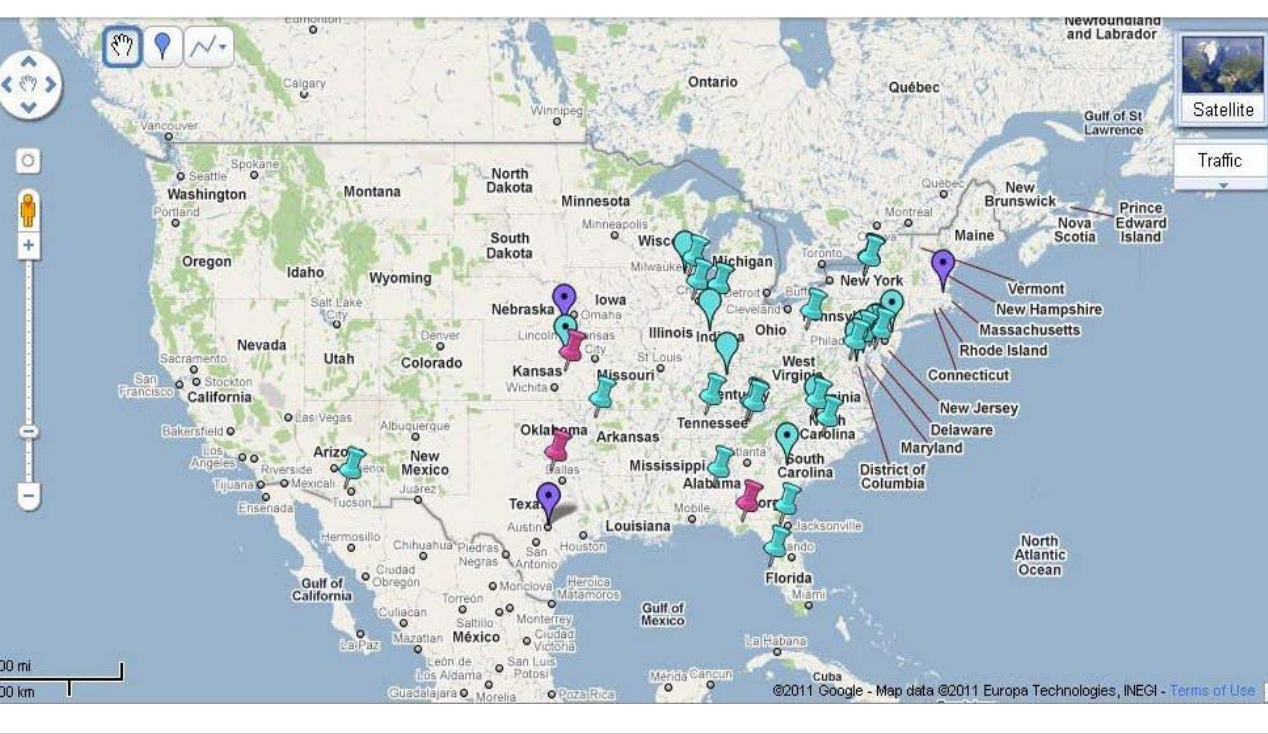
2009 - January 2010 - 19 Individuals Participated in ACRL RIG
2010 - March 2011 - 35 Individuals Participated in ACRL RIG
Total Unique Participants - 39



Initial Participants in ACRL RIG



Total Participants in ACRL RIG



Social Media and Handouts

The Facebook Fan Page was changed to have the same color picture which is featured in the Sidebar on the Residency Interest Group Home Page.



In the handout, created for ALA Annual 2010's Career Options Fair, colors and font styles match those of the ACRL Residency Interest Group Webpage. The flyer was a collaborative effort with the image graciously provided by the "University of Minnesota Libraries 2008 Institute for Early Career Librarians from Traditionally Underrepresented Groups. It is reproduced with the permission of the University of Minnesota Libraries."

Want to make a difference?
Consider a Post Master Residency!

What is a Residency?

Residency programs are multi-year, post-master's professional development opportunities that provide professional work experience in academic and research libraries for early career librarians.

What do you get?

A Job!
Challenge
Committee Experience
Community
Mentoring
Personalized Learning
Professional-Development
Scholarship
Teaching Experience
Travel Support
Variety
The Big Picture!

Do you want?

Information on professional development opportunities?
To make a difference while advancing your career?
To meet lifelong collaborators?
To build a brighter future?
To know more about residencies?
Guidance in applying?
To network with current and former residents?
To see what former residents are doing?
Information about current residency openings?

Go to:
<http://acrl.lala.org/residency/>

The photo above is from the University of Minnesota Libraries 2008 Institute for Early Career Librarians from Traditionally Underrepresented Groups. It is reproduced with the permission of the University of Minnesota Libraries.

Map Key

- Academic Library Administrators
- Residency Program Administrators
- Public Library Administrators
- Academic & Research Librarians
- Resident & Former Resident Librarians
- Public Librarians
- ARL Diversity Programs Administrator
- ARL 2009-2011 Diversity Program Participants
- ACRL RIG Library School Student Participants
- Library School Students
- Science Administrator
- Scientists & Science Communicators
- Other Graduate Students
- Authors & Publishers
- Vendors
- Non-Profit
- Educator
- Crafter



Acknowledgements & Sources

Maps were created using publicly available information about Kiyomi Deards personal connections with people.

- ACRL RIG - <http://acrl.lala.org/residency>
- Tiwtter - <http://twitter.com/#!/KiyomiD>
- Personal Website - <http://libraryadventures.com> *
- LinkedIn - <http://linkedin.com> +
- Google Maps - <http://maps.google.com>

*All information used from the researcher's personal website was publicly available and posted approximately 9 months before this proposal was written.

+LinkedIn - The researcher was not logged into the site while searching the website for location and position verification.